

THE ROLE OF CAREER PRACTITIONERS* IN OUR SCHOOLS



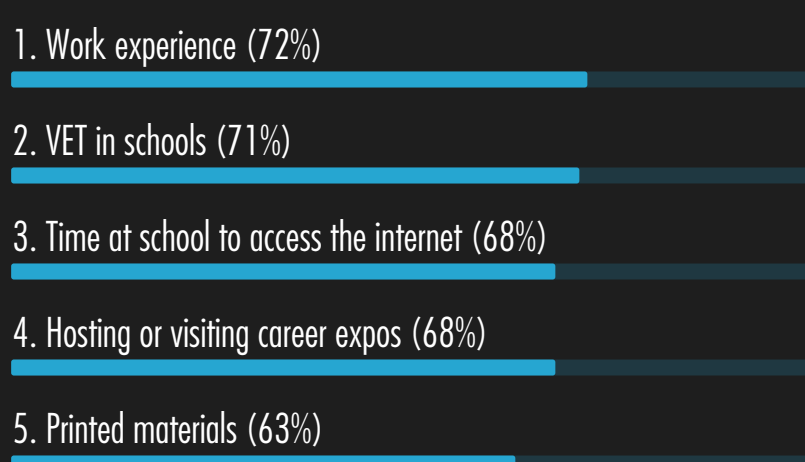
THERE ARE
3,694,101
STUDENTS ATTENDING AUSTRALIAN SCHOOLS



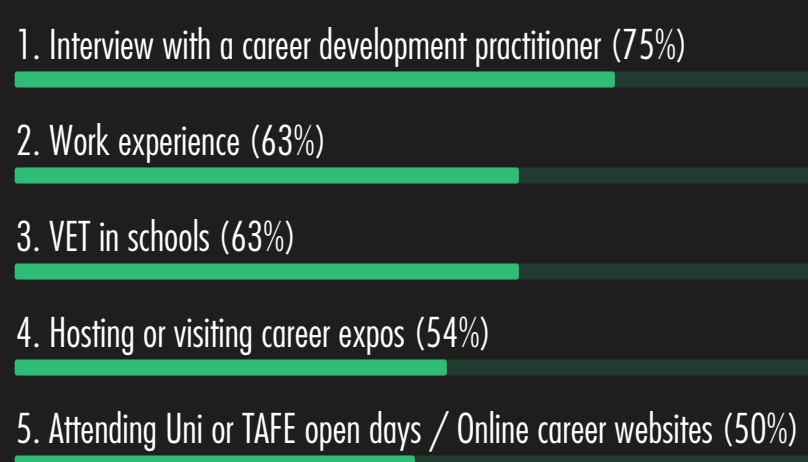
DO CAREER PROFESSIONALS HAVE THE TOOLS THEY NEED TO CONNECT YOUNG AUSTRALIANS TO AN EVER-CHANGING WORKFORCE?

ACTIVITIES IMPLEMENTED VERSUS THOSE THAT ARE MOST EFFECTIVE

Career practitioners identify the Top 5 'fully implemented' career development activities in Australian schools:



Career practitioners identify the Top 5 'extremely effective' career development activities in their schools:

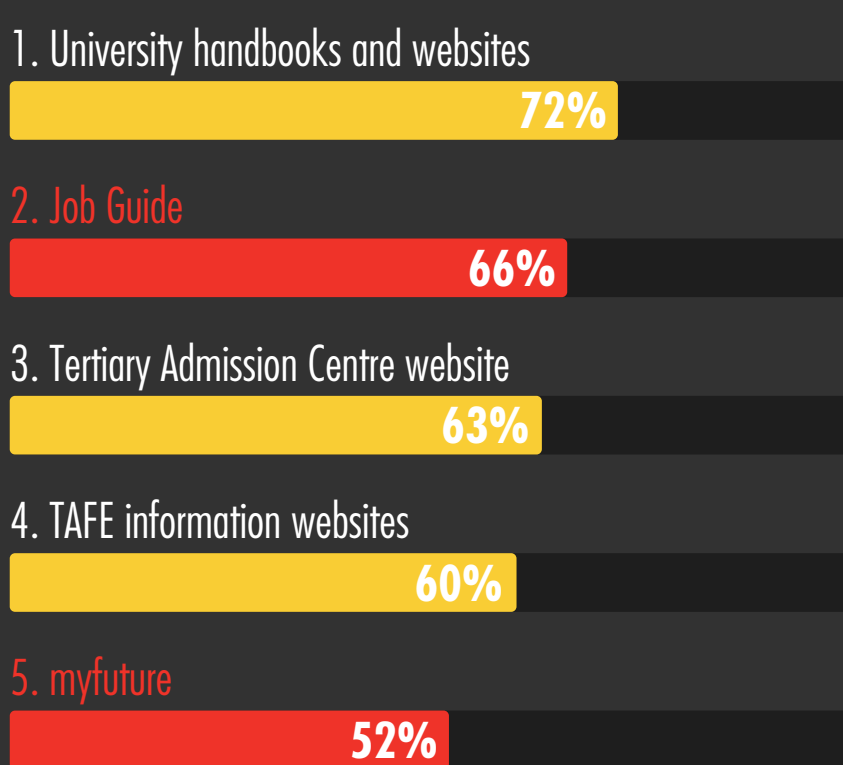


While an interview with a career development practitioner is identified as the #1 most effective form of career development by career practitioners, it is #6 on the list of fully implemented services in Australian schools.

HAVING ACCESS TO RESOURCES IS CRITICAL TO CAREER PRACTITIONERS BETTER EQUIPPING AND ADVISING THE NEXT GENERATION OF WORKERS

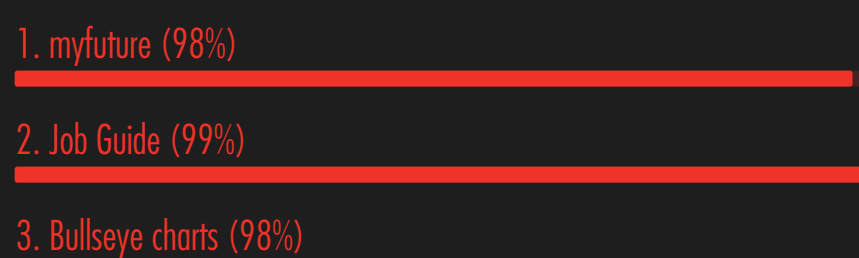
Tools and resources in red indicate those that will cease to exist by 2016 due to funding cuts.

Top 5 most frequently used resources by career practitioners, % used 'always':

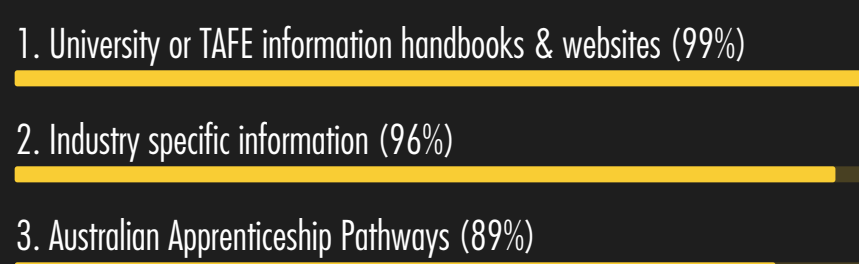


The most accessed tools used in the career development process ('always/sometimes' used):

STAGE 1: CAREER EXPLORATION



STAGE 2: CHOOSING A CAREER



All the most important tools that are used in the initial stage of career exploration will be gone by 2016.

EQUIPPING THE NEXT GENERATION WITH TOOLS TO EFFECTIVELY CHOOSE A CAREER PATH IS AN INVESTMENT IN THEIR FUTURE

With more than half (52%) of career practitioners doing their role on a part time basis, how do they develop resources for career exploration?

Resources needed by career practitioners to effectively advise students are time intensive and require face-to-face contact with students and industry professionals.

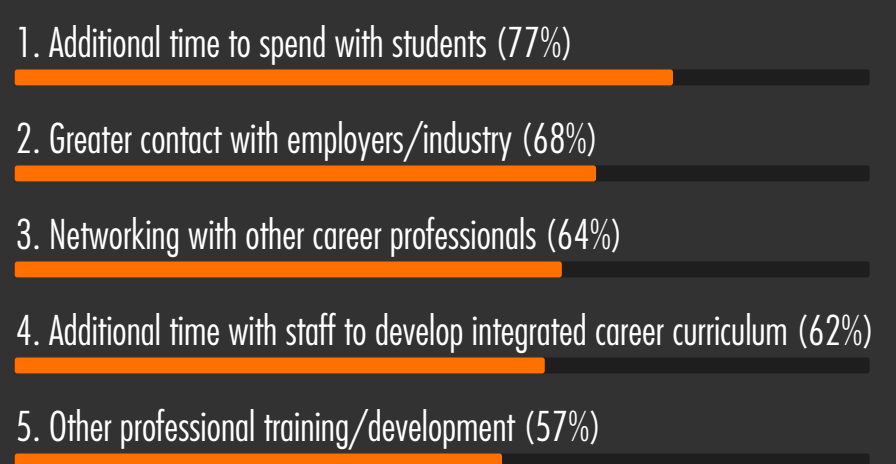


More than 4 in 5 schools (80%) have just one or less FTE equivalent career development practitioner.



Career practitioners are 1.75x more likely to have had their time allowance decreased than increased in the last 3 years.

The Top 5 resources career practitioners would like to enhance their role:



Career practitioners new to their role are more likely than those in their role 2+ years to see the need for industry connections, including:



greater contact with employers /industry (76% vs. 68%)

networking with other career professionals (75% vs. 63%)

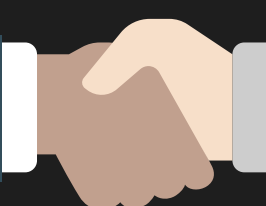
CAREER PRACTITIONERS ARE SEEKING TO BE EQUIPPED AND LOOKING TO ENGAGE IN BEST PRACTICE

The Top 2 resources used by career practitioners for professional development are association resources, NOT industry resources:

1. CICA member association websites
2. CICA member association professional development

TO ASSIST OUR CAREER PRACTITIONERS, INDUSTRY AND CICA NEED TO WORK TOGETHER.

INDUSTRY



CICA

*The term career development practitioner has been used in this infographic. CICA acknowledges that in schools across Australia different titles are used to represent people working in the area of career development. Career Development Practitioner may also be known as a Career Counsellor, Career Adviser, Guidance Officer, Guidance Counsellor, School Counsellor, or Career Teacher.

SOURCE

A national survey of career development practitioners commissioned by the Career Industry Council of Australia, conducted November 2014 with a total of 937 respondents.

